

## ABSTRAK

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh pengetahuan kewirausahaan dan sikap mandiri terhadap minat berwirausaha pada pedagang sentra wisata kuliner bratang binangun. Populasi yang digunakan dalam penelitian ini adalah pedagang sentra wisata kuliner bratang binangun dengan jumlah sampel sebesar 47 responden.

Teknik analisis data menggunakan analisis regresi linier berganda yang bertujuan untuk menghitung besarnya koefisien regresi guna menunjukkan besarnya pengaruh variabel pengetahuan kewirausahaan dan sikap mandiri terhadap minat berwirausaha. Sedangkan uji F digunakan untuk menguji kelayakan model dalam penelitian. Hasil pengujian uji F menunjukkan bahwa model regresi dapat digunakan untuk memprediksi minat berwirausaha. Pengujian hipotesis menggunakan uji t.

Hasil penelitian uji t dengan menggunakan software SPSS versi 20. Hasil penelitian menunjukkan bahwa variabel pengetahuan kewirausahaan berpengaruh positif dan signifikan terhadap minat berwirausaha dengan nilai sebesar 2,841. Sedangkan untuk variabel sikap mandiri berpengaruh positif dan signifikan terhadap minat berwirausaha dengan nilai sebesar 5,730.

Kata kunci : pengetahuan kewirausahaan, sikap mandiri, minat berwirausaha.

## ABSTRACT

This research aimed to understand and analyze the influence of entrepreneurship knowledge and independent attitude of traders to their entrepreneurship interest in Bratang Binangun culinary tourism center with the samples of 47 respondents.

The data analysis technique used multiple linear regression analysis. This intended to calculate the magnitude of regression coefficient to show the magnitude of influence of entrepreneurship knowledge variable and independent attitudes toward entrepreneurship interest. While the F test was used to test the feasibility of the research model. F test result indicated that the regression model could be used to predict the entrepreneurship interest.

The hypothesis testing applied t test by using SPSS version 20 software. The result showed that the entrepreneurship knowledge variable had positive and significant influence to the entrepreneurship interest with the value equal to 2,841. While independent attitude variable had positive and significant influence to the entrepreneurship interest with the value equal to 5,730.

Keywords: Entrepreneurship knowledge, independent attitude, entrepreneurship interest.

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**Tanggal Masuk**

**Tanggal Selesai**

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Petugas LAB. BAHASA